

## **Competences. Master's Degree in Arts and Cultural Management**

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### **Basic competences**

- To have and understand knowledge which provides a grounding or opportunity to be original in terms of the development and/or application of ideas, often in a research-based context.
- To know how to apply the knowledge acquired and the ability to resolve problems in new or little known environments within broader or multidisciplinary contexts related to the area of study.
- To incorporate knowledge and deal with the complexity of formulating judgements based on information which, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgements.
- To know how to communicate conclusions and the reasoning behind these to specialised and non-specialised audiences in a clear and unambiguous way.
- To have learning skills which allow students to continue to study in a way that will be mainly autonomous or self-directed.

### **General competences**

- To analyse and interpret social and cultural environments in order to identify needs, opportunities, weaknesses and strengths.
- To manage, coordinate and take part in interdisciplinary work teams.
- To search for and/or administer economic resources within the framework of an institution, a company, or a programme, project or cultural service.
- To know how to communicate, encourage and mediate between the various agents who take part in a project, programme or cultural service.
- To act responsibly, and produce good quality rigorous and efficient work that is placed at the service of society.
- To demonstrate an ability to be open and flexible in attending to cultural and social diversity in the environment.
- To know how to apply and adapt to new technologies in processes of cultural management, production and dissemination.

### **Cross-disciplinary competences**

- To design, direct, produce and evaluate projects, programmes, strategies, policies or cultural actions which involve a wide variety of different professional profiles, agents and institutions.

### **Specific competences**

- To identify and use the main tools and economic management methods that are applicable in the various cultural organisations, depending on their mission (public, non-profit or for-profit).
- To act as an active mediator in processes related to cultural diversity, multiculturalism, globalisation and cultural identity, etc.
- To identify, analyse, design, plan and evaluate cultural policies, as well as recognise the role of the agents who take part in cultural action in a specific environment and the tools for planning the said cultural policies.
- To interpret and apply the national and international legislation that regulates culture and art and, in particular, the basic aspects of intellectual property rights with the aim of managing and contracting cultural services.
- To diagnose and know how to correct economic and financial imbalances in a financial or cultural institution, create and plan funding plans for cultural projects and sponsorship programmes.
- To design and carry out an efficient and viable business plan within the creative sector.
- To analyse, apply and evaluate marketing strategies in different sectors, institutions and cultural projects and organise a basic communication strategy for a cultural institution or project.
- To identify business structures in creative cultural industries, in the visual arts and cultural heritage at a national and a global level and manage the processes and work procedures involved in their creation, programming, management and production.
- To coordinate interdisciplinary work teams and use new technologies when managing, producing and disseminating cultural products and services.
- To define, design and programme an innovative and sustainable cultural project that meets the requirements and interests of society and contributes to its enrichment and development.
- To undertake the work proposed in a public or private company or institution, managing time both efficiently and effectively.